Amendments to the Specification:

Please replace the paragraph that bridges pages 16-17 of the original specification that was filed on November 10, 1999 with the following amended paragraph:

        Figure 6A is a block diagram of the components of the display space system in one embodiment. In this embodiment, the display space system inputs advertising parameters and develops an advertising plan based on the advertising parameters. The display space system schedules advertisements based on various advertising plans that have been submitted. The display space system includes a develop advertising plan 6A01 sub-component and a schedule advertising 6A02 sub-component. The develop advertising plan sub-component inputs advertising parameters, such as the identification of the commercial transaction to be advertised, a category for the item that is the subject of the commercial transaction, a budget for the advertising, the price range associated with the commercial transaction, and the duration of the advertising. The advertising parameters may vary based on the types of transactions to be advertised and the sophistication of the develop advertising plan sub-component. For example, if auction-related transactions are being advertised, then the duration and category can be automatically derived from an auction-related database. Also, additional advertising parameters may be included, such as the preferred demographics of the users to whom the advertisement is displayed. The entry of the advertising parameters may be controlled by the advertising parameters user interface 6A03. The develop advertising plan sub-component outputs an advertising plan that may include the identification of the commercial transaction to be advertised, the identification of a web page on which the advertisement should be placed, the amount that should be bid for the display space, the type of advertisement that should be placed, and the duration of the advertising. The develop advertising plan sub-component may use various constraint-based algorithms to develop the advertising plan. One such constraint-based algorithm uses a constraint hierarchy as described in Bjorn, Freeman-Benson, and Wilson, "Constraint Hierarchies," LISP and Symbolic Computation: An International Journal, 5, 223-270, 1992, which is hereby incorporated by reference. These algorithms may analyze historical data stored in a historical database 6A04. The historical database may contain raw historical data

or processed historical data. The raw historical data may include information describing the advertisements that have been displayed on each web page, the click-throughs to the advertised commercial transactions, and the resulting participation in the commercial transactions. The processed historical data may include information describing the categories of items that have been advertised on each web page and an indication of the resulting effectiveness of that advertisement. The schedule advertising sub-component may input advertising plans either from the develop advertising plan sub-component or from an advertising play user interface 6A05. The advertising plan user interface is a user interface through which a user can specify an advertising plan. The advertising plan user interface may access a web page database 6A06 to assist the advertiser in developing the advertising plan. The schedule advertising sub-component inputs advertising plans, develops an advertising schedule either in real-time or in batch mode, and provides the advertisements to be included on various web pages. The schedule advertising sub-component stores the advertising plans in advertising database 6A07. When an advertisement is placed, the schedule advertising sub-component adjusts the advertiser's account in the account database 6A10 [[6A07]]. The display space system also includes an allocate advertising point sub-component 6A08 that receives various indications of commercial transactions and allocates advertising points based on those commercial transactions. For example, the allocate advertising sub-component may allocate advertising points to a user when they list an item on auction.